



COUNTY OF LOS ANGELES FIRE DEPARTMENT

1320 NORTH EASTERN AVENUE
LOS ANGELES, CALIFORNIA 90063-3294
(323) 881-2401
www.fire.lacounty.gov

"Proud Protectors of Life, Property, and the Environment"

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ANTHONY C. MARRONE
INTERIM FIRE CHIEF
FORESTER & FIRE WARDEN

December 20, 2022

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

APPROVAL TO EXTEND THE TERM OF A LICENSING AGREEMENT WITH TOYOTA MOTOR SALES, U.S.A., INC. FOR EXCHANGE OF SERVICES (2ND, 3RD AND 4TH) (3 VOTES)

SUBJECT

The Consolidated Fire Protection District of Los Angeles County (District) is requesting Board of Supervisors (Board) approval to extend the term of the District's Exchange of Services Agreement (Agreement) with Toyota Motor Sales, U.S.A., Inc. (Toyota) which expires on May 31, 2023. The District is requesting two one-year extension options. If both extension options are exercised, the new contract expiration date will be June 1, 2025.

IT IS RECOMMENDED THAT THE BOARD, ACTING AS THE GOVERNING BODY OF THE CONSOLIDATED FIRE PROTECTION DISTRICT OF LOS ANGELES COUNTY:

1. Delegate authority to the Interim Fire Chief or his designee to execute an amendment to extend the current term for a maximum of two one-year extension options through June 1, 2025, for the District's Agreement with Toyota.
2. Find this contract is still exempt from the provisions of the California Environmental Quality Act (CEQA), as previously determined on February 18, 2020.

SERVING THE UNINCORPORATED AREAS OF LOS ANGELES COUNTY AND THE CITIES OF:

AGOURA HILLS
ARTESIA
AZUSA
BALDWIN PARK
BELL
BELL GARDENS
BELLFLOWER
BRADBURY
CALABASAS

CARSON
CERRITOS
CLAREMONT
COMMERCE
COVINA
CUDAHY
DIAMOND BAR
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LA MIRADA
LA PUENTE
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LANCASTER

LAWDALE
LOMITA
LYNWOOD
MALIBU
MAYWOOD
NORWALK
PALMDALE
PALOS VERDES ESTATES
PARAMOUNT

PICO RIVERA
POMONA
RANCHO PALOS VERDES
ROLLING HILLS
ROLLING HILLS ESTATES
ROSEMEAD
SAN DIMAS
SANTA CLARITA

SIGNAL HILL
SOUTH EL MONTE
SOUTH GATE
TEMPLE CITY
VERNON
WALNUT
WEST HOLLYWOOD
WESTLAKE VILLAGE
WHITTIER

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The purpose of the recommended actions is to enable the District's Lifeguard Division the continued use of 65 Toyota vehicles for Lifeguard patrol and emergency response to 72 miles of coastline in Los Angeles County. The vehicles afford the District the ability to patrol and provide year-round, daily emergency services throughout our local County beaches and secure the safety of its visitors. Annually, Los Angeles County beaches average over 66 million visitors and approximately 12,000 ocean water rescues. These 65 vehicles are equipped with Emergency Medical Services (EMS), water transport and patient transport equipment, all of which are crucial in emergency responses. In exchange for usage of the vehicles, Toyota will continue to receive the following:

1. The exclusive right to advertise itself as the "Official Vehicle Sponsor of the Los Angeles County Lifeguard";
2. Name identification on all the vehicles identified in the Agreement, which precludes competing vehicle manufacturers from having name identification on County-owned and operated beaches;
3. Be prominently featured on the District's website;
4. Request the participation of District Lifeguard Division personnel to provide testimonials provided the content has been vetted and approved by the District and County Counsel; and
5. Request participation of available personnel during Toyota's Special Events such as Water Safety Days and other promotional beach events.

The District is currently in the process of preparing solicitation documents to solicit proposals from vehicle manufacturers, including those that manufacture hybrid and/or electric vehicles, interested in entering into a new Agreement with the District. The District is requesting the extension to allow time for the solicitation process, time for outfitting and swapping of new vehicles, and for the logistics of getting the vehicles patrol and emergency response ready.

Implementation of Strategic Plan Goals

Approval of the recommended actions is consistent with the County's Strategic Plan Goal No. III, Strategy III.3: Pursue Operational Effectiveness, Fiscal Responsibility and Accountability, by continually assessing our efficiency and effectiveness, maximizing and leveraging resources, and holding ourselves accountable.

FISCAL IMPACT/FINANCING

The District, being a Special District, is funded independently from the County's General Fund and relies primarily on property tax revenue to provide essential fire protection and emergency medical services. However, the County's General Fund provides a 70 percent offset for beach and ocean lifeguard services per the Beach and Ocean Rescue Services Agreement between the County and the District. In accordance with the Agreement terms and conditions, Toyota pays for all warranty repairs, and the District will continue to be responsible for all other maintenance and service operating costs. Funding for the maintenance and service operating costs is included in the District's Fiscal Year 2022-2023 Final Adopted Budget and the District will continue to allocate the necessary funds for these costs as they arise. Additionally, the relationship with Toyota has saved the District approximately \$3.1 million in one-time costs from having the need to purchase 65 vehicles. No additional or unanticipated expenses will be incurred as a result of the extension.

As the extension is time-only, there is no impact to net County cost.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The District's current Agreement with Toyota was approved by your Board on February 18, 2020. Approval of the recommended actions will enable the District to continue to provide uninterrupted beach patrol and emergency services to the millions of visitors throughout our local County beaches and secure their safety until a new Agreement is in place.

ENVIRONMENTAL DOCUMENTATION

The services provided through this contract do not have a significant effect on the environment and, therefore, is exempt from CEQA, pursuant to Section 15061(b) (3) of the CEQA Guidelines.

CONTRACTING PROCESS

The District's current Agreement with Toyota will expire on June 1, 2023, after all extension options have been exhausted. Approval of the recommended actions will allow the District time to complete a new solicitation, establish a new agreement and facilitate outfitting and swapping of new vehicles for the vehicles to be emergency response ready.

IMPACT ON CURRENT SERVICES

Approval of the recommend actions will ensure there is no impact on current services.

CONCLUSION

Upon approval by your Honorable Board, please instruct the Executive Officer of the Board to return the adopted stamped copy of the Board Letter to the following:

Consolidated Fire Protection District of Los Angeles County
Executive Office – Business Operations
Attention: Zuleyda Santana, Administrative Services Manager II
1320 North Eastern Avenue
Los Angeles, CA 90063
Zuleyda.Santana@fire.lacounty.gov

The District's contact can be reached at (323) 881-6173.

Respectfully submitted,

A handwritten signature in blue ink that reads "Anthony C. Marrone". The signature is written in a cursive, flowing style.

ANTHONY C. MARRONE, INTERIM FIRE CHIEF

ACM:cs